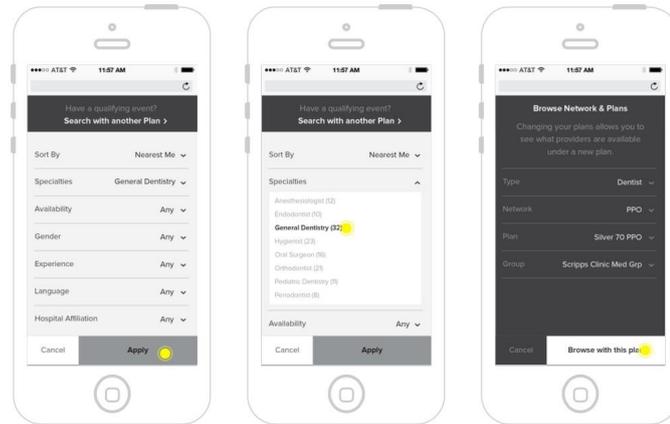VICERT

Find a Provider App

The Find a Provider application offers prospects, members and physicians a personalized user interface (UI) for locating doctors, hospitals and pharmacies with information about locations, medical plans, specializations, and working hours, along with other relevant information.
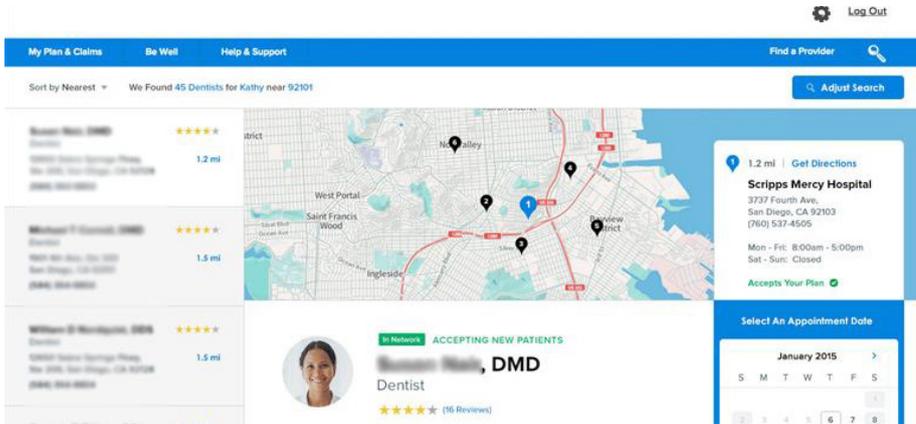
Challenge

Our client identified the strength of their network as a key competitive advantage. However, the tool they had in place allowing members to find doctors was poorly designed and had performance issues, leading to a high abandonment rate.

Members had a difficult time both figuring out which doctors were in their network and determining when those doctors were available. The overall design assumed that members have a fairly high level of understanding of the healthcare landscape. Technically, the application was architected in such a way that maintenance was difficult to perform, which created a deterioration in application performance and caused enhancement cycles to be unnecessarily extended.

For additional improvements to the user experience Vicert proposed to develop a personalized user interface for prospects, doctors and members. With this approach we were able to fulfill all the needs of each user group.

Solution

As a first step Vicert created a responsive single page functional mockup that met the latest web standards. We also re-architected the application to easily expand and reuse key functionalities. We implemented a personalized UI based on user type: prospect, member or provider, creating a multi-channel experience for the customer to provide to their users. The search capabilities were both simplified and intuitive with the addition of predictive capability providing the desired results based on the user's medical history.

As a final step and based on the legacy application development efforts, Vicert designed the new application administration section to significantly reduce the need for code changes within the new application, putting power in the hands of the business unit.

Benefits

Maintainability
The cost to maintain the application was significantly reduced by decreasing the dependency on IT to make code changes. This also increased the speed to market.

Performance
With performance in mind from the start, Vicert was able to create an application with the ability to address the client's future needs. We also brought response times in line with the expectations of their members who have become accustomed to the near instant results from the likes of Google and Amazon, helping bring the client's user experience well into the Digital Health era.

Tech: Java
Duration: 2 months
Value: $250K